

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

Form OBD-68
(Rev 10-14-76)
Formerly DJ-307
for

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

RECEIVED
DEPT. OF JUSTICE
OCT 29 1977
COMMUNICATIONS
DIVISION

1. Name of Registrant EUROPEAN TRAVEL COMMISSION	2. Registration No. 574
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- ☒ To correct a deficiency in
- ☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- ☐ Initial Statement
- ☐ Supplemental Statement for 6-month period ending December 31, 1977
- ☐ Other purpose (specify) _____
- ☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Item 11 -- Brought together industry and government tourism officials from Europe and the U.S. for an open discussion of issues facing the industry.
(see attached program)

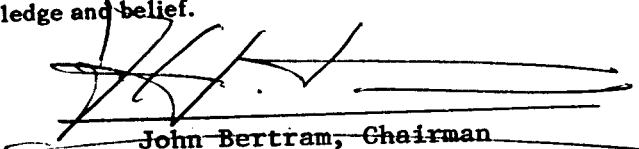
Donald A. Farmer, Jr., Director, Bureau of International Aviation,
Civil Aeronautics Board

Jeanne Westphal, Deputy Assistant Secretary for Tourism, U.S. Dept.
of Commerce

Item 15 (a) -- Organized 8 trade shows on the West Coast bringing together producers of European travel products with travel agents.
(see attached flyer)

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United


John Bertram, Chairman



European Travel Commission • 488 Madison Avenue, New York, N. Y. 10022 • (212) 688-8060

FACING UP TO THE CHALLENGE OF CHANGE
Trans-Atlantic Travel Marketing Conference
Waldorf-Astoria Hotel, New York City

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COMMUNICATIONS UNIT
COMMERCIAL DIVISION

Thursday
November 17, 1977

PROGRAM

- 8 a.m. --Registration and coffee service
Foyer, Empire Room, Park Avenue entrance
- 9 a.m. --Welcome
John G. Bertram, U.S. Chairman, European Travel Commission, and Director, North America, Netherlands National Tourist Office
- Working Together for Growth and Profitability
Robert Hollier, ETC Marketing Committee Chairman and Director of Tourism Promotion, French Ministry of Tourism, Paris
- Marketing Trans-Atlantic Travel: Six Challenges
George Waters, President, Travel Related Services, American Express Company
- The Current State of the Market and Traffic Forecasts
Leonard J. Lickorish, ETC Research Chairman and Director General, British Tourist Authority, London
- Getting There -- How Much and How
Donald A. Farmer, Jr., Director, Civil Aeronautics Board Bureau of International Aviation

Viewpoints: James Montgomery, Senior Vice President-Marketing, Pan American World Airways
Enrico Striano, Director, North America, Alitalia
John Greenhead, Operations Manager, Laker Airways
George Paulos, Vice President, Trans International Airlines

- Panel Discussion: Travelers on the New Fares -- The Problems and the Opportunities
Moderator: Alan Fredericks, Editor, Travel Weekly
Speakers: Arthur Frommer, President, Arthur Frommer International
Rex Fritschi, President, Rex Travel Organization, Inc., Chicago
N. Stevenson Pugh, President, Cosmos of London
Bernard "Bud" Dober, President, Barnum Travel Bureau, Fairfield, CT.
Bertil Harryson, Director, Swedish Tourist Board, Stockholm

- ETC Survey of Industry Attitudes to the New Promotional Air Fares

(over)

EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA
MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

Program (continued)

--Questions and Open Discussion

--New ETC Research: Conventions, Meetings, Incentive Travel

Ed Berrol, Vice President and Associate Research Director, Ogilvy & Mather Inc.

--Europe's Marketing Plans 1978

Donald N. Martin, ETC Marketing Consultant

--The Summing Up

Dr. Timothy J. O'Driscoll, ETC Executive Director

12:30 p.m. --Reception. The Terrace, Hilton Room

1 p.m. --Luncheon. Hilton Room

Presiding: Joop Strijkers, ETC President and Director General, Netherlands National Tourist Office, The Hague

Greetings: Jeanne Westphal, Deputy Assistant Secretary for Tourism (U.S.T.S.), United States Department of Commerce

Speaker: Russell Baker, New York Times syndicated columnist

Head Table: Joop Strijkers, presiding; Russell Baker; John Bertram; Donald A. Farmer, Jr.; Francisco Giron, Director of Advertising, Spanish National Tourist Office, Madrid; Heimir Hannesson, Chairman of the National Tourist Board of Iceland, Reykjavik; Bertil Harryson; Georges Hausemer, Director, Luxembourg National Tourist Office, Luxembourg City; Robert Hollier; Edward P. Kearney, Secretary of ETC and Director of Meetings and Conventions, Irish Tourist Board, Dublin; Leonard J. Lickorish; Dr. Timothy J. O'Driscoll; Gert Schmidt, German National Tourist Office, Frankfurt; Jeanne Westphal

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Hours at all locations: 4 to 9 P.M.

San Diego: January 24, Sheraton Harbor Island Hotel

Los Angeles: January 25, The Ambassador Hotel

Anaheim: January 26, Grand Hotel

North Hollywood: January 27, Sheraton-Universal Hotel

San Francisco: February 1, Sheraton-Palace Hotel

San Jose: February 2, Hyatt House

Oakland: February 3, Hotel Claremont

Seattle: February 4, The Olympic Hotel

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